

## Message Text

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43

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 101468

R 181045Z AUG 75  
FM AMEMBASSY JIDDA  
TO SECSTATE WASHDC 2164  
INFO USDOC WASHDC  
AMEMBASSY BEIRUT

UNCLAS JIDDA 5767  
NEE.O. 11652: N/A  
TAGS: BBSR. LED, SA  
SUBJECT: GMR - BUILDING PRODUCTS/CONSTRUCTION

RBK: BEIRUT 9951, USDOC 12442

1. EMBASSY WOULD NOT BE HONEST IF WE FAILED TO CONFESS A CONSIDERABLE DEGREE OF SKEPTISM REGARDING RTDO'S PROPOSAL THAT THE XRE FCCT MARKET RESEARCH BE UNDERTAKEN BY AN XF-HOUSE EFFORT FROM BEIRUT. OUR EXPERIENCE OF ALL LOCAL STAFF, NO MATTER HOW HIGHLY RECOMMENDED, HAS BEEN THAT MUCH WAS LEFT TO BE DESIRED IN THE FINAL PRODUCT. THE BASIC PURPOSE OF FARMING OUT MARKET RESEARCH, IN ADDITION TO HIRING QUALIFIED EXPERTISE, IS THAT EMBASSY "GUIDANCE AND ASSISTANCE" WOULD NOT BE REQUIRED. WE ANTICIPATE THAT THE IN-HOUSE APPROACH WILL MEAN A FAIRLY LARGE DRAIN ON OUR RESOURCES DURING CONDUCT OF THE RESEARCH.

2. FACT THAT IN-HOUSE STUDY WILL BE CHEAPER IS A REFLECTION OF UPPER EFFORT AND LOCAL COSTS WHICH MUST GO INTO ANY RESEARCH HERE.

3. NEVERTHELESS, WE RELUCTANTLY ENDORSE THE PROPOSAL FOR THREE REASONS:

A. THE STUDY WILL PROVIDE A GOOD OPPORTUNITY FOR NEWLY ARRIVED PERSONNEL TO GET ACQUAINTED WITH THE MARKET AS THEY HELP OUT ON THE RESEARCH.

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B. APPROACH WILL PROVIDE AN OPPORTUNITY FOR THE

EMBASSY TO FOLLOW CLOSELY THE EFFORTS OF THE RE-  
SIRCHER, SOMETHING WHICH IS GENERALLY ABSENT FROM  
THSES STUDIES, AND WHICH IS SORELY NEEDED.

C. WE BELIEVE IT IS ONLY FAIR TO LET RTDO PERSONNEL  
SHOW THEIR STUFF 23 IF A CAPABILITY COULD BE DEVELOPED  
ATO DO FIRST CLASS MARKET RESEARCH FROM REGIONAL OF-  
FICES, WE BELIEVE THE RESULT WOULD BE A MAJOR STEP  
AHEAD ON OUR OVERALL COMMERCIAL ACTIVITIES.  
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